

ORDER



Orders
Order / Rev: 714978
Alt Order #: 06324116
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	74	\$57,450.00	\$48,832.50
10/29/12	11/04/12	16	\$6,425.00	\$5,461.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$57,450.00	\$48,832.50	0.00
November 2012	16	\$6,425.00	\$5,461.25	0.00
Totals	90	\$63,875.00	\$54,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/23/12	10/29/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5			\$200.00			0.00			
2	WUSA	10/23/12	10/29/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5			\$400.00			0.00			
3	WUSA	10/23/12	10/29/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5			\$375.00			0.00			
4	WUSA	10/23/12	10/29/12	DT Soaps (12:30 PM-3:00 PM)	CM	9a-3p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5			\$400.00			0.00			
5	WUSA	10/23/12	10/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5			\$300.00			0.00			
6	WUSA	10/23/12	10/29/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	10/23/12	10/29/12	3-4p The Doctors	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$225.00		0.00			
7	WUSA	10/23/12	10/29/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$325.00		0.00			
8	WUSA	10/23/12	10/29/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$200.00		0.00			
9	WUSA	10/23/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$300.00		0.00			
10	WUSA	10/23/12	10/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$400.00		0.00			
11	WUSA	10/23/12	10/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$225.00		0.00			
12	WUSA	10/23/12	10/29/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$1,500.00		0.00			
13	WUSA	10/23/12	10/29/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$350.00		0.00			
14	WUSA	10/23/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$125.00		0.00			
15	WUSA	10/23/12	10/29/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$100.00		0.00			
16	WUSA	10/26/12	10/26/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					1	\$1,400.00		0.00			
17	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,200.00		0.00			
18	WUSA	10/27/12	10/27/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$150.00		0.00			
19	WUSA	10/28/12	10/28/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$7,000.00	P-4	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$7,000.00		0.00			
20	WUSA	10/25/12	10/25/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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20	WUSA	10/25/12	10/25/12	Thu Prime C Elementary	CM	10-11P	---T---	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1			\$4,000.00		0.00			
21	WUSA	10/23/12	10/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$1,000.00	P-3	0.00 NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTFSS		7			\$1,000.00		0.00			
22	WUSA	10/23/12	10/23/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1			\$4,000.00		0.00			
23	WUSA	10/23/12	10/23/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1			\$6,000.00		0.00			
24	WUSA	10/23/12	10/23/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1			\$6,000.00		0.00			
Totals													90	\$63,875.00